

APR 01 2008

**Applicant Initiated Interview Request Form**

Application No.: 10/782,563 (Docket 50037.238US01) First Named Applicant: Venkatesh Veeraraghavan  
 Examiner: Muktesh G. Gupta (571)270-5011 Art Unit: 2109 Status of Application: Non-Final

**Tentative Participants:**

(1) Examiner Gupta (2) Tim Sullivan  
 (3) (4)

**Proposed Date of Interview:** April 7, 2008 **Proposed Time:** 3:00 PM Eastern

**Type of Interview Requested:**

(1)  Telephonic (2)  Personal (3)  Video Conference

**Exhibit To Be Shown or Demonstrated:**  Yes  No  
 If yes, provide brief description:

**Issues To Be Discussed**

Issues	Claims/ Fig. #'s	Prior Art	Discussed	Agreed	Not Agreed
(1)	Independent Claims 1, 10 and 16	[ ]	[ ]	[ ]	[ ]
(2)		[ ]	[ ]	[ ]	[ ]
(3)		[ ]	[ ]	[ ]	[ ]
(4)	[ ] Continuation Sheet Attached	[ ]	[ ]	[ ]	[ ]

**Brief Description of Arguments to be Presented:**

Claims rejections for claims that were rejected under 35 U.S.C. 102(b). The Applicants submit that the cited reference Helgeson are not applicable to the presently amended claims as the cited references do not teach using preexisting lists and the rules as defined in the claims to select the audience members.

An interview was conducted on the above-identified application on April 7, 2008. NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

**Applicant/Applicant's Representative Signature****Examiner/SPE Signature**

\_\_\_\_\_  
 Timothy P. Sullivan  
 Typed/Printed Name of Applicant or Representative

47,981  
 Registration Number, if applicable

RECEIVED  
CENTRAL FAX CENTER

Apr 01 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Venkatesh Veeraraghavan      Examiner: Muktesh G. Gupta  
et al.

Application No.: 10/782,563      Group Art Unit: 2109

Filed: February 18, 2004      Docket No.: 50037.238US01

Title: CONTENT TARGETING WITH AUDIENCES

---

Draft Amendments to the Claims:

1. (currently amended)      A method for targeting content to an audience that includes audience members, comprising:

creating at least one rules to define the audience to receive the content; wherein the rules are combined through conditional logic operators; wherein the rules include: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list; wherein the preexisting lists include a group distribution list; a security group; and an organizational structure;

compiling the audience; wherein compiling the audience includes applying each of the rules to define the audience to determine members that meet the criteria of each rule and applying the conditional logical operators to the rules to create the audience;

gathering information from more than one source to compile the audience, wherein the more than one source includes organizational structure information; and

tagging the audience to the content;

obtaining the content from a data store; and

providing the content to the audience.

2. (currently amended)      The method of Claim 1, wherein creating the at least one rules to define the audience further comprises creating the at least one rule from a set of rule types, including: specifying an attribute based rule type; a member type; and an organization organizational rule type.

3. (currently amended) The method of Claim 2, wherein the content is provided within a web part ~~wherein gathering information from the more than one source to compile the audience, further comprises gathering information from pre-existing lists of members.~~

4. (currently amended) The method of Claim 2, wherein gathering information from the more than one source to compile the audience including the organizational structure information, further comprise accessing a directory in a file structure to obtain the organizational structure.

5. (currently amended) The method of Claim 2, wherein obtaining the content from a data store comprises accessing the content from one or more data servers, wherein creating the at least one rule to define the audience, further comprises using a set of operators to link more than one rule.

6. (currently amended) The method of Claim 5, further comprising compiling each of the rules before applying the conditional logical operators to link the rules.

7. (currently amended) The method of Claim 6, further comprising scheduling the compilation of the rules on a predetermined time schedule basis.

8. (currently amended) The method of Claim 5, further comprising providing access to the content tagged to the one of the audience members through a web interface that is created individually for that audience member.

9. (currently amended) The method of Claim 5, further comprising storing the at least one rules to define the audience as an XML representation.

10. (currently amended) A system for targeting content to an audience, comprising:

a server including a network communication device coupled to a network and a data store, and a content targeting application configured to perform actions, including:

accessing at least one rule that defines the audience; wherein the audience is defined to receive targeted content from a targeting content application; wherein the at least one rule is selected from rules that comprise: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list;

compiling at least one rule to define the audience;

accessing at least one source of members, wherein at least one of the sources of members is an organizational structure; and

tagging the content to the audience;

a client including a display, a network communication device coupled to the network, and an application that is configured to perform actions, including:

receiving the content; and

displaying the content.

11. (Original) The system of Claim 10, wherein accessing the at least one rule to define the audience further comprises accessing the at least one rule from a set of rule types, including: an attribute based rule type; a member type; and an organizational rule type.

12. (Original) The system of Claim 11, wherein compiling the at least one rule to define the audience, further comprises using a set of operators to link more than one rule.

13. (Original) The system of Claim 12, further comprising, compiling each of the rules before applying the operators to link the rules.

14. (Original) The system of Claim 11, further comprising scheduling the compilation of the rules on a predetermined basis.

15. (Original) The system of Claim 14, wherein displaying the content further comprises displaying the tagged content to the audience through a web interface.

16. (currently amended) A computer-readable medium having computer executable instructions for targeting content, the instructions comprising::

creating rules to define an audience to receive the content; wherein the rules comprise: a property query rule that determines if an attribute matches audience members in preexisting lists; a member of rule that determines if audience members are a member of a particular preexisting list; and a reports under rule that determines if audience members are located hierarchically under an audience member within a preexisting list;

gathering information from more than one source to compile members of the audience, wherein the more than one source includes an organizational structure; and

tagging the content to the audience.

17. (Original) The computer-readable medium of Claim 16, wherein creating the rules to define the audience further comprises creating the rules from a set of rule types, including: an attribute based rule type; a member type; and an organizational rule type.

18. (Original) The computer-readable medium of Claim 17, wherein gathering information from the more than one source to compile the members of the audience, further comprises gathering information from pre-existing lists of members.

19. (Original) The computer-readable medium of Claim 17, wherein gathering information from the more than one source to compile the audience including the organizational structure, further comprise accessing an active directory to obtain the organizational structure.

20. (Original) The computer-readable medium of Claim 17, wherein creating the rules to define the audience, further comprises using a set of operators to link the rules.

21. (Original) The computer-readable medium of Claim 20, further comprising compiling each of the rules before applying the operators to link the rules.

22. (Original) The computer-readable medium of Claim 17, further comprising scheduling the compilation of the rules on a predetermined basis.

23. (Original) The computer-readable medium of Claim 5, further comprising providing access to the tagged content to the audience through a web interface.